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CLAIMS:

5 1. A method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, comprising:

providing clue information regarding at least one of the plurality of target sites at a start time;

10 connecting the user to the at least one of the plurality of target sites, the at least one of the plurality of target sites including a plurality of target locations;

receiving answer information responsive to the clue information;

15 comparing the answer information to a predetermined answer key;

recording an end time upon a match between the answer information and the predetermined answer key; and

20 associating points to a difference between the end time and start time.

2. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 1 wherein connecting the user to the at least one of the plurality of target sites, the at least one of the plurality of target sites including a plurality of target locations, comprises providing the user a link to the at least one of the plurality of target sites.

30 3. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 2 wherein the link is a URL of the at least one of the plurality of target sites.

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4. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 3 further comprising:

identifying the user at the game site; and
providing the identified user unique user identification information.

5. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 4 wherein the predetermined answer key includes a plurality of answers, each answer of the plurality of answers including specific information associated with and available at the at least one of the plurality of target locations of the at least one of the plurality of target sites.

6. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 5 further comprising:

selecting at least one of a plurality of games; and
generating a unique voice module associated with the at least one of the plurality of games selected, the unique voice module providing game information to guide the user to the at least one of the plurality of target sites.

7. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 6 wherein the generation of the unique voice module and the clue information is based on the at least one of the plurality of games selected.

8. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 7 wherein the connection of the at least

one of the plurality of target sites is based on the game selected.

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9. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 8 further comprising:

aggregating the points associated for each answer
10 information that successfully corresponds to the predetermined answer key; and

storing the points aggregated at the game site.

10. The method of tracking a user of a search and tracking
15 game, the user navigating between a game site and a plurality of target sites, of claim 9 wherein storing the points aggregated includes establishing individual buckets for each identified user and associating the points aggregated to the individual buckets established and a plurality of prizes.

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11. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of target sites, of claim 10 further comprising:

identifying a plurality of users at the game site; and
25 generating unique user identification information corresponding to each of the plurality of users identified.

12. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of
30 target sites, of claim 11 further comprising notifying each of the identified user regarding status of the game selected.

13. The method of tracking a user of a search and tracking game, the user navigating between a game site and a plurality of
35 target sites, of claim 12 further comprising:

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generating additional clue information, the additional clue
information pertaining to an additional one of the plurality of
5 target sites;

initiating additional start time in response to generation
of additional clue information;

connecting the user to the additional one of the plurality
of target sites;

10 receiving answer information after connection of the user
to the additional one of the plurality of target sites;

comparing answer information to a predetermined answer key;

recording an end time upon the comparison of the answer
information to the predetermined answer key being successful; and

15 associating points to a difference between the end time and
start time.

14. A search and tracking game system comprising:

a client computer;

20 a game server coupled with the client computer and
including:

a game agent monitoring a selection of games,
providing clue information for the selection of games, the clue
information pertaining to a target location to the client
25 computer, to determine if the client computer has received target
information from the target location and comparing answer
information provided by the client computer to a predetermined
answer key and associating points to the answer information
provided; and

30 a game database storing records having information on
a target location and answer information provided.

15. The search and tracking game system of claim 14 wherein
the game agent further comprises a voice resource configured to
35 generate a unique character voice and animation presentation

associated with at least one of the selection of games, the
unique character voice and animation presentation provides game
5 information to guide the user to the at least one of the
plurality of target sites.

16. The search and tracking system of claim 15 wherein the
unique character voice and animation presentation and the clue
10 information are based on one of the selection of games.

17. The search and tracking system of claim 16 wherein the
game agent further comprising a tracking means including an entry
means for entering on the user computer a code word guess and
15 comparison means operated by the user computer for comparing the
code word guess with the code word and associating a
predetermined number of points for the code word guess.

18. A computer-based tracking and search game comprising:
20 a plurality of computer-readable clues, each one of the
computer-readable clues being associated with one of a plurality
of target web pages provided by at least one web server;

a server computer, with a computer memory, connected to the
Internet and storing the plurality of sets of computer-readable
25 clues and points in the computer memory, the server computer
comprising:

clue provision means for providing one of the
computer-readable clues to a user computer connected to the
Internet, the one of the computer-readable clues being associated
30 with one of a plurality of target web pages;

tracking means for determining if the user computer has
received the one of the plurality of target web pages from at
least one web server; and

bucket means for viewing computer-readable points by the
35 user computer.

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19. The computer-based tracking and search game of claim
18 further comprising voice means for providing an electronic
5 character to provide a multi-media presentation of information
to the user computer from the server computer;

20. A method of tracking a user of a search contest, the
user navigating between a game site and a plurality of target
10 sites, comprising:

providing clue information regarding at least one of the
plurality of target sites to the user;

connecting the user to the at least one of the plurality of
target sites, the at least one of the plurality of target sites
15 including a plurality of target locations, at a start time;

receiving answer information responsive to the clue
information;

comparing the answer information to a predetermined answer
key;

20 recording an end time upon a match between the answer
information and the predetermined answer key; and

associating points to a difference between the end time and
start time.

21. A method of tracking a user of a search contest, the
user navigating between a game site and a plurality of target
sites, comprising:

providing clue information regarding at least one of the
plurality of target sites to the user;

30 connecting the user to the at least one of the plurality of
target sites, the at least one of the plurality of target sites
including a plurality of target locations;

receiving answer information responsive to the clue
information;

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comparing the answer information to a predetermined answer key; and

5 granting points based upon a match between the answer information and the predetermined answer key.

22. The method of claim 21 further comprising measuring a time period delimited by when the clue information is provided
10 and when the answer information is compared, such that the points granted is further based on the time period measured.

23. The method of claim 22 further comprising deducting points based upon a difference between the answer information and
15 the predetermined answer key.

24. The method of claim 23 further comprising measuring a time period delimited by when the clue information is provided
20 and when the answer information is compared, such that the points deducted is further based on the time period measured.

25. The method of claim 21 further comprising deducting points based upon a difference between the answer information and
25 the predetermined answer key.

26. The method of claim 25 further comprising measuring a time period delimited by when the clue information is provided
30 and when the answer information is compared, such that the points deducted is further based on the time period measured.

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